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National MS Society COVID-19 Response

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**National
Multiple Sclerosis
Society**

National MS Society COVID-19 Response

PIVOT!

- Pause** – instantly paused in-person programs and events
- Innovate** – assessed what we needed to accomplish in new ways
- Virtual** – implemented virtual programs, services, and fundraising events
- Organize** – reduced staff, closed small offices, and restructured the organization
- Teach** – educated healthcare providers and people affected by MS about COVID-19 and MS



Challenges
Projected revenue loss \$60 million, 1/3 annual revenue
Virtual technology – how quickly can staff work from home
Permanent office closures nationwide, including Albuquerque
Staff furloughs, salary reduction & layoffs
How to continue MS Navigator, case management, and financial assistance
How to continue self-help groups & programs
Congress did not incorporate financial relief for mid-sized nonprofits like the National MS Society into COVID-19 relief packages
How to fundraise through Bike MS & Walk MS
How to continue MS activism
The pandemic closed many MS research labs and paused clinical trials, which will delay the completion of many research projects

Successes	
Nationwide COVID response fund raised \$400k	Established and frequently updated COVID-19 information for people affected by MS on website
Designed and launched Virtual Walk MS and Virtual Bike MS raising \$170k in New Mexico	Established and frequently updated COVID-19 information for MS healthcare providers on website
Successfully launched medical student mentorship and fellowship programs virtually	118 MS providers participated in our ECHO MS COVID-19 telelearning program
MS Navigator service, including case management, was uninterrupted during the pandemic except for home visits. The Hilton Foundation provided a generous grant to fund our financial assistance program	MS and COVID-19: A Webinar for Healthcare Providers was initiated on March 19, 2020. As of July 1, 2020, 4,763 healthcare providers attended the live or recorded webinars
Self-help groups moved to a virtual format, allowing isolated populations to join groups	Convened experts to develop COVID vaccine guidelines for people with MS
Virtual peer support groups for special populations were established, including one for Veterans living with MS and one for pediatric MS families	300 MS activists participated in virtual State Action Days and our work to strengthen access to telehealth services resulted in \$7B to expand broadband access
Our weekly COVID-19 Ask an MS Expert webinar series totaled 26 webinars with 2,200 unduplicated participants	Partnered with the Consortium of MS Centers and the MS Society of Canada to create the COViMS registry, which collects outcomes for people with MS who developed COVID

The National MS Society brings the MS movement together—and turns our power and passion into real results. When the Society was founded 75 years ago on March 11, 1946, MS was neglected and poorly understood. What began as one woman's vision and commitment is now a nationwide organization leading the global charge to create a world free of MS. 1-800-344-4867 nationalMSsociety.org



COVID-19 and MS for Patients <https://www.nationalmssociety.org/coronavirus-covid-19-information>

COVID-19 and MS for Healthcare Providers <https://www.nationalmssociety.org/For-Professionals/Clinical-Care/COVID-19>